

**HALLOWEEN  
IN THE CITY  
21-31 OCT**



**BE PART OF IT**

# PLENTY OF TRICKS. PLENTY MORE TREATS



MARK THE PASSING OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS ACROSS MANCHESTER. FEATURING: TRICKS AND TREATS, GIANT MONSTERS AND A HAUNTED MAZE, MASS DRESS UP, CANINE COSTUMES AND A GOTH CATWALK SHOW - PLUS EVENTS AND OFFERS FROM THE BIGGEST, BADDEST NAMES IN SHOPPING, FOOD AND DRINK.

[VISITMANCHESTER.COM/HALLOWEEN](https://www.visitmanchester.com/halloween)

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Welcome to Manchester M

# HALLOWEEN AT A GLANCE



- Enormous growth market: 3rd biggest retail event after Christmas and Easter
- £450 million spent at Halloween in the UK in 2015
- Biggest party night after New Year's Eve

**FOOTFALL +20%  
AT HALLOWEEN  
IN THE CITY 2016**

# HALLOWEEN IN THE CITY



- Inaugural city-wide festival and campaign launched by Manchester's Business Improvement District (Manchester BID) in 2016
- With BID weekend street entertainment, dressing and themed activities
- City-wide round-up of themed Manchester events through PR
- Supported by Visit Manchester, Manchester City Council, Metrolink, Capital FM, retailers, attractions, bars, restaurants and clubs
- Led to double digit footfall growth: +12% year on year, +20% on Market Street
- And double digit sales growth, +15% reported
- 79 press articles across national, regional, local secured = £737,000 AVE
- £160,000 value marketing campaign

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**HALLOWEEN  
IN THE CITY**



# 2017 WHAT'S ON



## **21 – 31 October: Halloween in the City**

- Shops, venues, attractions and bars celebrate Halloween

## **16 – 31 October**

- Pumpkin lanterns dress the streets

## **26 – 31 October**

- Iconic Manchester buildings glow green: Harvey Nichols, House of Fraser, Selfridges, Manchester Arndale, National Football Museum, Corn Exchange, Manchester Central and more

## **28 – 29 October: Halloweekend**

- Exchange Square Capital FM Main Stage: DJs, family films, MMU Goth Catwalk, Costume Canine Catwalk, games and prizes
- The Big Dress Up: Manchester shoppers gather in their spookiest attire

# HALLOWEEEKEND CONTINUED...



- Trick or Treat: knock on the giant doors for a scare or sweet surprise
- St Ann's Square Haunted Maze: follow the creepy characters into the heart of the hedge maze
- Monster Attacks! Inflatable installations by artist Filthy Luker. Watch out for the tentacles...
- The Travelling Carnival: follow the procession of skeletons and creatures of the night
- Market Street Face Painting pop-ups
- Big Fish Little Fish: a daytime rave for all the family
- Dress to Impress: Manchester retailers get in the spirit with themed windows, fancy dress and special events





HALLOWEEN in the city

AVAILABLE  
833  
94 FT  
TERMS  
9797

LAYS







# 2017 MARKETING AND PR CAMPAIGN



- Targeting ABC1 shoppers, residents and workers, with a focus on families
- Halloween in the City brand artwork by Manchester agency Modern Designers
- [visitmanchester.com/halloween](http://visitmanchester.com/halloween) listings portal
- Visit Manchester supported social and digital promotion /[visitmanchester](https://www.instagram.com/visit_mcr) @[visit\\_mcr](https://www.instagram.com/visit_mcr)
- Social media campaign @/halloweenMCR #halloweenMCR run by Manchester's Mustard Media, the digital agency behind The Warehouse Project, Parklife and Bluedot festival
- Digital and paid-for social advertising
- Outdoor advertising campaign including city digital screens, large format posters and banners

# CONTINUED...



- Press advertising in local and regional publications including Manchester Evening News, Manchester Weekly News, Guardian Guide, Yorkshire Post, Liverpool Echo, Primary Times
- Capital FM on air and online advertising
- Transport advertising including media partnership with TfGM (Metrolink)
- Press campaign managed by Manchester BID's PR agency Echo



# Halloween in the City

Plenty of Tricks. Plenty More Treats.

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## Halloween in the City

Plenty of Tricks. Plenty More Treats.

Mark the passing of Halloween with ten days of terrifyingly good events across Manchester. Featuring: tricks and treats, creepy creatures and a Haunted Maze, mass dress ups, canine costumes and a Goth Catwalk Show - plus events and offers from the biggest, baddest names in shopping, food and drink.







**MAKE THE MOST OF  
THIS MANCHESTER EVENT  
OPPORTUNITY**

**GET IN THE SPOOKY  
SPIRIT**

**GO GREEN**

**DRESS TO IMPRESS  
TELL YOUR CUSTOMERS**

**BE PART OF IT**

# FOOD AND DRINK VENUES



- Go green for Halloween: light your building
- Decorate and join in The Big Dress Up
- Create a Halloween menu, cocktail or themed treats
- Host a special themed event
- Use the Halloween in the City branding and signage
- Promote menus and activities online and via Twitter, Facebook, Instagram, e-shots to customers, POS
- Tag in [visitmanchester.com/halloween](http://visitmanchester.com/halloween)
  - f [HALLOWEENMCR](#)
  - t [HALLOWEENMCR](#)
  - @ [HALLOWEENMCR](#)
  - #HALLOWEENMCR



HOUSE OF FRASER

HOUSE OF FRASER

HOUSE OF FRASER











# IN RETURN, MANCHESTER BID WILL:



- Feature activity in a foodie round-up on the event portal [visitmanchester.com/Halloween](http://visitmanchester.com/Halloween)
- Feature activity in the What's On press release sent out to local and national press
- Guarantee 1 x Tweet and 1 x Facebook post  
f [HALLOWEENMCR](https://www.facebook.com/HALLOWEENMCR)  
t [HALLOWEENMCR](https://twitter.com/HALLOWEENMCR)
- Supply an A3 poster, POS strut and 'We're part of it' window vinyl
- Supply a marketing and social media toolkit complete with promotional assets to help you to spread the word – including a 'We're part of it' digital badge
- Share success with the Manchester Evening News
- Share event photos, videography, marketing and PR reporting at [manchesterbid.com](http://manchesterbid.com)

**LET US KNOW HOW YOU'LL BE  
GETTING INTO THE HALLOWEEN  
SPIRIT...**

**DEADLINE FOR INCLUSION IN THE  
MARKETING AND PR CAMPAIGN:  
FRIDAY 29TH SEPTEMBER**

**EVENTS@MANCHESTERBID.COM  
0161 838 3250**